THE ORIGINAL

Moonbeams

BY COLONEL LITTLE
The Smallest Newspaper in the West

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Happy New Year Greetings are ripe

IN THE VALLEY OF THE MOON

Everything was calm and peaceful in the Springs area on Christmas day. Traffic was down to almost nothing, the big markets were closed by 3 p.m., several taverns closed up early if they opened at all, and it seemed like about everybody who hadn't gone to family gatherings had gatherings of their own.

No dog in our first attempted space satellite; but plenty of bugs. VALLEY WATCH REPAIR, Boyes. A Prosperous New Year to all.

But watch out for next Tuesday evening, when the welkin will ring. Every night spot, hotels, many lodges and clubs will be hosts to large crowds of merrymakers, and they "won't go home until morning."

You won't go far wrong no matter what place you pick. Some will visit more than one establishment, of course, and if you're one of the hopping-around kind, for gosh sakes watch your driving—'cause it's a dangerous night for those who may have had just a little too much.

But, minding the above, have a good time. Maybe we'll be seeing you someplace.

FOUR CORNERS CAFE, So. Broadway. We reopen after the holidays, January 3. Our best wishes for a Happy New Year!

Paul's Resort is entertaining some 300 this Saturday night from the Alameda naval base. This is an annual gathering, and the boys and girls like it up this way.

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BOYES SPRINGS FOOD CENTER. All the ingredients for your New Year's festivities. And may you have a wonderful New Year.

Maybe this should have come first: Moonbeams advertising rates go up a little, effective January 1. Instead of $1 an issue, the little ads will cost $1.25. Hated to make the raise, but had to . Print paper has been raised so it now costs us 30 per cent more than two years ago. Other production costs also have risen, so we just had to up our own rates. It's still the cheapest and most carefully read advertising in any Valley medium.

And, yes, mail subscription rates go up too—from $1.29 a year to $1.59. Sometime we may tell you why the odd figures, but they're logical.

So it's a Happy New Year to all of our readers.

LAZY R & T SHOP, 412 First St., East, Sonoma. Machine saw sharpening. Used tools. Some furniture. Home necessities.

A Missouri paper asks: Can you explain why some persons who live contrary to all the rules of health look the picture of it?

PLAZA LIQUORS (next to B of A, Sonoma). Off-sale liquor, wine, beer, soft drinks. Hors d'ouvres. Pizzas. Party favors. Novelties.

Last week Friday while on our regular delivery route the car gave a shudder, then in about a half mile slowed to a sickening stop. Got a phone call through from a nearby home, and in 10 minutes Bud was there with his pickup. Also with a gallon of gas, which we were all out of. (What a sentence!) But away we went again. Hadn't happened to us for maybe 10 or 12 years.

At the first stop back in civilization, 30 minutes later, first thing we heard was: "Hey, colonel, what were you doing parked up on Arnold drive?" No secrets hereabouts.

FOR NEW YEAR'S—Party favors, gadgets, fun-makers—a large and varied stock. And a happy New Year. RUGGLES, Sonoma.

Got a fine Christmas card (and a dollar) from the Walter Lohmans in Chatsworth. Walt is a real estater, and has even advertised in Moonbeams. If you're interested in property down that way (450 miles south), ask us how to get hold of Lohman.

BOB'S CIGAR STORE, Sonoma (next to Hotz's). Thank you all for your patronage during the year. A Happy New Year to you.

While we enjoy most of the Christmas carols, can't say all of them are good. One or two are on the gloomy side, no inspiration at all. Our nomination for the worst would be the Twelve Days of Christmas. "O Come All Ye Faithful" is No. 1 on our list as best.

BATES & EVANS, Funeral Directors. 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. WEbster 8-2686.

Mrs. Lee Starrett won the $550 electric stove offered as first prize in the Bonanza Days contest sponsored by enterprising Valley merchants. She never had won much of anything before. Her hubby Lee is masseur at the Boyes bath house.

SONOMA MISSION INN, Boyes. Nationally known, noted for its splendid meals, excellent bar, luxurious accommodations.

Oscar Larson, well known Springs businessman, is a candidate for nomination on the republican ticket for the congressional post to be vacated by Hubert B. Scudder. He's generally rated a good bet for the nomination. If he gets the nod his likely opponent will be Clem Miller, democrat of Corte Madera, who dang near beat Scudder at the last general election.

LEE'S CHUCK WAGON, Sonoma highway. Noted for prime ribs. Smorgasbord. Charcoal broiled steaks. Varied menu. Cocktails.

Of course we like Bing as the top singer of "White Christmas" but Pat Boone sang it the other night and did a pretty good job. Only once did he vary the melody to "express himself."

OUR RESORT, El Verano. Harvey and Melina on duty. Home of draft beer, and the Stein Club. But a good mixologist on duty!

Notice a San Francisco men's store has been offering a free tie or suspenders with the purchase of a suit of clothes. That's a revival of a custom as old as most of us. Also customary was a free sack of candy for mother and a cigar for pop when the weekly grocery bill was paid. And the last cigar in any box was always free. Lump sugar, light brown, was a delicacy which can't easily be found nowadays. Remember when they gave liver to customers free, though later the butchers raised the price to a nickel for a big chunk. You could go to the creamery and for 5 cents get a 2 gallon pailful of skim milk or buttermilk. But note we're not exactly saying "them were the days."

EL DORADO HOTEL, Sonoma. Splendid dinners—Italian and American. Bring your guests here for wonderful food and drinks.

Last Saturday at Golden Bear club, Kenwood, some eight couples had a "fizz breakfast" which reportedly was a huge success and will be repeated. Don't know exactly what the term means, though there might have been some fizzes along with the ham and eggs.

SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

A crowd of 300 or more gathered last week Thursday at Mission Inn for a cocktail party and to "meet Millie." Millie is a crackerjack piano player just returned from an engagement in Honolulu. The lobby floor was crowded, four mixologists had a good workout, and

we hear the general idea will be repeated. Millie will play at the cocktail bar throughout the winter months at least.

EDSEL MOTOR CARS. Frank Gregory, 300 France St., Sonoma. G. K. Hardt associate. Phone WE 8-4031 for demonstration ride.

Had waited till Christmas to get a goose for the big dinner, only none of the markets seemed to have any. Perhaps we can make it for New Years. They make a wonderful holiday dish.

Once in Michigan we won a goose at a Christmas eve bingo party. Had our choice of the three live geese remaining, so picked the largest—some 23 pounds. Must have been an old one, for after cooking it a half day or more he was still tough. However, after only two eggnogs that morning, we pitched in, thought it was the grandest fowl we ever had seen, and ate about 5 pounds all by ourselves.

ELECTRONIC DRIVE-IN— TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

El Verano Improvement club meets next Thursday, Jan. 2. Even if you had a whale of a meal New Years day, you'll get some more the next evening. A good program has been lined up, too. The club will be meeting the first Thursday of each month from now on.

JOHN'S SEWING MACHINE SHOP. New location—18375 Hiway 12. Repairs, service, parts, all makes. Vacuum experts. WE 8-8152.

Some splendid Christmas programs were on Christmas eve and day. We especially liked Perry Como's last program, with its portrayal of the Christmas story and "Ave Maria." Then there were "Amahl and the Night Visitors," a Christmas service from the National Cathedral in Washington, D. C., numerous carol programs, and "The Other Wise Man."

B & L LAUNDROMAT, on hiway, Fetters. Save time and money —wash, dry, iron, right here. Especially during the cold season.

Good holiday weather. Not too cold, some sunshine, an occasional rain during the last week. All in all, we've been very fortunate as to weather this year. Even had a coupla rosebuds on the Christmas dinner table.

RICHFIELD SERVICE, main corner, Boyes. Bud Delaney on duty. New station, now completed. Best service ever.

PAUL'S OLD RANCHERO, Verano. Mighty good dinners. Banquets a specialty. Music Saturdays—Paul and Buff. Cocktails.

Just about every local businessman reports a most satisfactory holiday business, which got off to a slow start, then finished in a blaze of glory. There are local trends which point to a good year for 1958 too. We'd recommend some stepped-up promotion of the Springs prestige in health, recreation and sports. Shouldn't we all be getting on the ball?

MAC DONALD'S JEWELRY, Sonoma. Expert watch-clock repair service. Watches, Rings, Bands, Jewelry, Shavers. The best, always.
BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

Nothing ahead during the next few days except all kinds of bowl games, the rose parade in Pasadena, and local New Year's eve celebrations. We've got our winners all picked out, and expect to continue our high post as supreme picker of college football games.

GOLDEN GATE RUBBER STAMP SHOP, 18995 Carriger Road. WE 8-4160. 8-hour service. All work guaranteed. Call us.
SLEEPING ROOMS in private home. Clean and quiet. 27 Patten St., Sonoma. Phone WE 8-2553. 6-21

And did you all fare well in the Christmas present category? Your editor now wears an exotic bathrobe, and many other gifts added to the joy of the Christmas season. Come on over—we'll put on a demonstration.

R. A. "BOB" MILLER — "Yours for Life"
Insurance Exclusively Next to Telephone Co., Sonoma
PALMS INN, Verano. Home of the Lions. Wonderful food, always. Cocktail bar. Finest mixed drinks. Meet Carl and Jim.

This Wisconsin editor says the average guy who looks under a car's hood doesn't know any more about it than the average guy who used to look in a horse's mouth.

MENDEL'S CAFE, Boyes Plaza. Bring your guests here—for the best in steaks, seafood, Spanish dishes. Cocktails, too!
GLEN ELLEN LIQUOR STORE. "Slim" Wallace. On Arnold Drive. Varied stock—wines, beer, whiskies, liquors.

AN OLDIE, BUT ALWAYS REFRESHING:

Dear Friends!

In reply to your request to send a check, I wish to inform you that the present condition of my bank account makes it almost impossible. My shattered financial condition is due to federal laws, state laws, county laws, city laws, corporation laws, liquor laws, mother-in-laws, brother-in-laws, sister-in-laws and outlaws.

Through these laws I am compelled to pay business tax, amusement tax, head tax, bank tax, school tax, gas tax, light tax, water tax, sales tax, carpet tax, income tax, food tax, furniture tax, and excise tax. I am required to get a business license, truck license, not to mention a marriage license and dog license.

I am also required to contribute to every society and organization which the genius of man is capable of bringing to life, to the women's relief, the unemployed relief and the gold-diggers' relief.

Also to every hospital and charitable institution in the city, in-

cluding the Red Cross, the Black Cross, the Purple Cross and the double cross.

For my own safety I am requested to carry life insurance, property insurance, liability insurance, burglary insurance, accident insurance, business insurance, earthquake insurance and fire insurance.

My business is so governed that it is no easy matter for me to find out who owns it. I am expected, inspected, suspected, disrespected, examined, reexamined, informed, required, summoned, fined, commanded and compelled until I provide an inexhaustible supply of money for every known need, desire or hope of the human race.

And simply because I refuse to donate to something or other, I am boycotted, talked about, lied about, held up, held down, and robbed until I am almost ruined.

I can tell you honestly that only for a miracle that happened I could not enclose this check. The wolf that comes to many doors nowadays just had pups in my kitchen. I sold them and here is the money. Faithfully yours.

DENNY'S COG CLUB, Boyes. Gene, Bud or Denny will greet you. It's sportsmen's headquarters—hunters, fishermen, football fans.

FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.

The meek may inherit the earth, but considering the condition it is in at present, they wouldn't be able to retain it for long—and remain meek.

MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. WE 8-3357.

LIONS are taking two weeks' vacation. Next meeting Tuesday, Jan. 7, at Palms Inn. And lots to talk about. Big plans ahead!

SCHOOL THE YEAR 'ROUND (Portland Oregonian)

The plan to extend the academic year to the full circle of the calendar, reported under study by officials of Pennsylvania State university, deserves the serious consideration of all institutions of higher education.

The need for a more intensive utilization of the educational plant is acknowledged on all sides. The most obvious means to that end is to recapture the time lost in the long summer hiatus on the campuses of the nation.

Not that all classrooms and laboratories stand idle during the summer months. All of them do not. Many colleges and universities have developed summer school programs rivaling in magnitude

those of the regular academic year. But the normal student attends classes only in the fall, winter and spring.

Summer sessions have been growing rapidly—in part, because the 9-to-10 month school year does not conform to the rhythm of an urbanized society. It is the creature of an age when boys and girls were expected to be in the fields during the harvest months, not at their books.

There are some obvious objections to such a change. How will the teacher have time for advanced study? How will the needy student fare without the earnings of a summer job? But such questions are not unanswerable. The sabbatical leave is an admirable device for freeing the teacher from his regular duties. As for the needy student, he could call on rapidly expanding student grant-in-aid programs.

The short school year is too well ingrained in the western habit of life to permit its arbitrary or early elimination. But it's a proposal well worth the study. After all, what is there about the educational process that should set it apart from nearly all other endeavor as a seasonal activity only?

JIM'S MEATS, at Boyes Springs Food Center. Everything in poultry, hams, ribs, delicatessen foods for your holiday meals.

CHEF CARDINI'S RESTAURANT, Glen Ellen. Formerly Town House. Continental cuisine. Finest foods in the Valley. Cocktails.

A noted industrial designer says telephone poles are ugly and so are the new motorcars. Yet some doubt remains whether trying to destroy one with the other is really in the public interest.

VALLEY OF THE MOON CLEANING PLANT, Hwy. 12 in Boyes. All work done on premises. Fast service. Pickup. WE 8-5830.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

Heather is a shrub that can easily be grown in Valley gardens. Heather needs to have a warm, sheltered location. A humus soil containing plenty of leaf mold is best. Now is a good time to check at your nursery on some favorite named varieties for planting in your own garden.

SONOMA GROVE, Hiway 12 south of Boyes. Italian food a specialty. But also American—steak, poultry, roasts, seafood. Cocktails.

RUSTIC INN, Glen Ellen. Main corner. Last of the 11 old-timers. Authentic western atmosphere. Jack London's favorite tavern.

NOW YOU KNOW! "Where do fish actually fall out of the sky on a clear day?"

On St. Lawrence island in the Bering sea, fish at times fall out of a clear sky. In the winter, the snow sinks into the Bering sea like

sand. This forces the fish to the water near the surface. Then it gets colder, and this water freezes over. Pressure often causes this ice to break up, and the fish are freed. Sometimes a strong wind will whip the fish up into the air, and then down they come. Some of the island's natives believe it rains fish out of a clear sky.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. A super drug store. Soda fountain.

SONOMA GOLF & COUNTRY CLUB, Arnold Drive. Famous for fine food. Clown Room. Delectable drinkables. A friendly place.

The average secretary can't understand all the excitement over who would do the president's job if he were sick. She assumes there's a $50-a-week typist doing it all anyway, just as there is in every other office.

MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.

BANCROFT NURSERY, Sonoma. Potted plants, corsages, flowers for weddings, funerals, hospitals. We deliver—anywhere.

PRACTICAL ARMOR: A 10-year-old boy in Pueblo, Colo., stuffed his eyeglass case in his pocket a short time before he was attacked by a vicious dog. Only the dog's teeth were injured, however, because his bite came down firmly on the case.

PROPOSITION: An ad in the Merced, Calif., air base newspaper read: "Personal: Bachelor with 40 acres of top land would like to meat a lady with a tractor. Object, matrimony."

NO PRIVACY: A researcher at the Savannal River atomic materials plant near Aiken, S. C., has a team studying the living habits of grubworms with a Geiger counter.

DELAYED ACTION: Some 42 years ago a Kansas farmer returned a case of empty beer bottles to a Kansas City brewery and received a check for $2.18. One of the deceased farmer's kin only recently cashed the check.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

A PROGRAM FOR THE SPRINGS AREA

A local chamber of commerce, devoted to Springs area promotion.
A bank of our own.
Procuring of rural delivery and carrier service, from Boyes postoffice.
More facilities, use, and suitable names for local Recreation District parks.
A suitable name for the area, preliminary to incorporation as a city.

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